

## CLAIMS

I/We claim:

- [c1]           1.     A beverage container lid, comprising:  
a thin, flexible body including a snap-fit retainer configured to engage a lip of a container, a support surface, and an opening in the support surface through which a fluid can flow; and  
an information member including a first surface juxtaposed and coupled to the support surface, a second surface opposite the first surface, and indicia on the first and/or second surface.
- [c2]           2.     The beverage container lid of claim 1 wherein the opening is defined by a plurality of tabs configured to flex as a straw is inserted into the opening.
- [c3]           3.     The beverage container lid of claim 1 wherein the opening is generally circular.
- [c4]           4.     The beverage container lid of claim 1 wherein the support surface includes a central region and an outer region, and wherein the opening is in the outer region of the support surface.
- [c5]           5.     The beverage container lid of claim 1 wherein the body further includes a plurality of flexible buttons in the support surface.
- [c6]           6.     The beverage container lid of claim 1 wherein the support surface is a recessed support surface, and wherein the body does not include other recesses.

- [c7]            7.     A beverage container lid, comprising:  
a body including a support surface and an opening for fluid passage in a direction generally transverse to the support surface, the opening being generally coplanar with the support surface; and  
a medium member separate from the body, the medium member being coupled to the support surface with an adhesive.
- [c8]            8.     The beverage container lid of claim 7 wherein support surface includes the opening.
- [c9]            9.     The beverage container lid of claim 7 wherein the opening is defined by a plurality of tabs configured to flex as a straw is inserted into the opening.
- [c10]           10.    The beverage container lid of claim 7 wherein the opening is generally circular.
- [c11]           11.    The beverage container lid of claim 7 wherein the body includes a central region and an outer region, and wherein the opening is in the outer region of the body.
- [c12]           12.    The beverage container lid of claim 7 wherein the body further includes a plurality of flexible buttons in the support surface.
- [c13]           13.    The beverage container lid of claim 7 wherein the support surface is a recessed support surface, and wherein the body does not include other recesses.

- [c14] 14. A beverage container lid for use with a beverage container, the lid comprising:
- a body including an engagement portion configured to releasably engage an upper portion of the beverage container and a support surface with a central region and an outer region, the outer region of the support surface having an opening for fluid passage; and
  - an information member attached to the support surface, the information member being a discrete component with respect to the body.
- [c15] 15. The beverage container lid of claim 14 wherein the opening is defined by a plurality of tabs configured to flex as a straw is inserted into the opening.
- [c16] 16. The beverage container lid of claim 14 wherein the opening is generally circular.
- [c17] 17. The beverage container lid of claim 14 wherein the body further includes a plurality of flexible buttons in the support surface.
- [c18] 18. The beverage container lid of claim 14 wherein the support surface is a recessed support surface, and wherein the body does not include other recesses.
- [c19] 19. A method for manufacturing a beverage container lid, the method comprising:
- providing a lid body having a support surface, an opening in the support surface for fluid passage, and an engagement portion configured to releasably engage an upper portion of a beverage container; and
  - coupling a surface of a medium member to the support surface of the lid body so that the surface of the medium member is juxtaposed to the

support surface of the lid body, the medium member further including indicia.

[c20] 20. The method of claim 19 wherein coupling the medium member comprises attaching the medium member to a central portion of the support surface.